

RENEWING OUR PROMISE

public relations' mandate to champion diversity

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“Public relations and communications professionals have an important role to play in seeing that there is a sustained focus on diversity in American life.

They can integrate the communications strategies that will produce positive outcomes in making their organizations more diverse.

They can become advocates for diversity and influence others to follow. They can make a difference.”

–PR Coalition, *Lowering the barriers, raising the bar*, 2005, pg. 11.

A little background: Why is diversity (D&I) important?

What academic & industry research has found since 2005...

1. Moral & legal frame	—————	Mandates lack buy-in
2. Business Case for Diversity	———	Builds buy-in, but
3. Valuing and Connecting		reduces to a commodity; builds resentment

- How do you build true value in diversity?
- How do you convey those values to stakeholders?

Have we answered that call?

National Survey via PRSA (with support from Arthur W. Page Society)



Takeaway? Lost in translation.

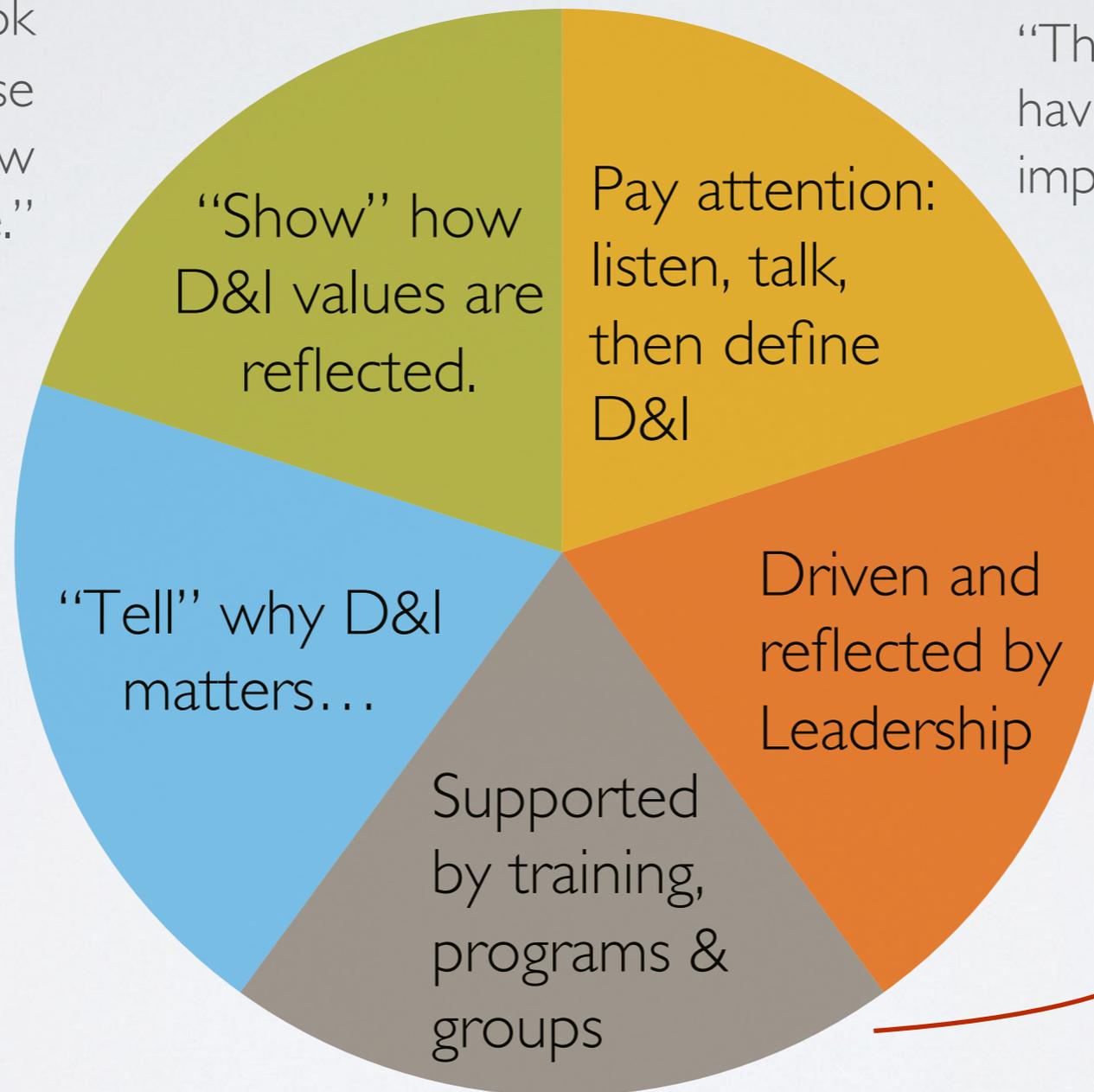
Good principles. Solid policies.

But how do we **build cultural value internally** and **convey that value externally** to stakeholders?

Moving beyond the business case: Advice from practitioners

But not, “Hey look at these diverse people; look how diverse we are.”

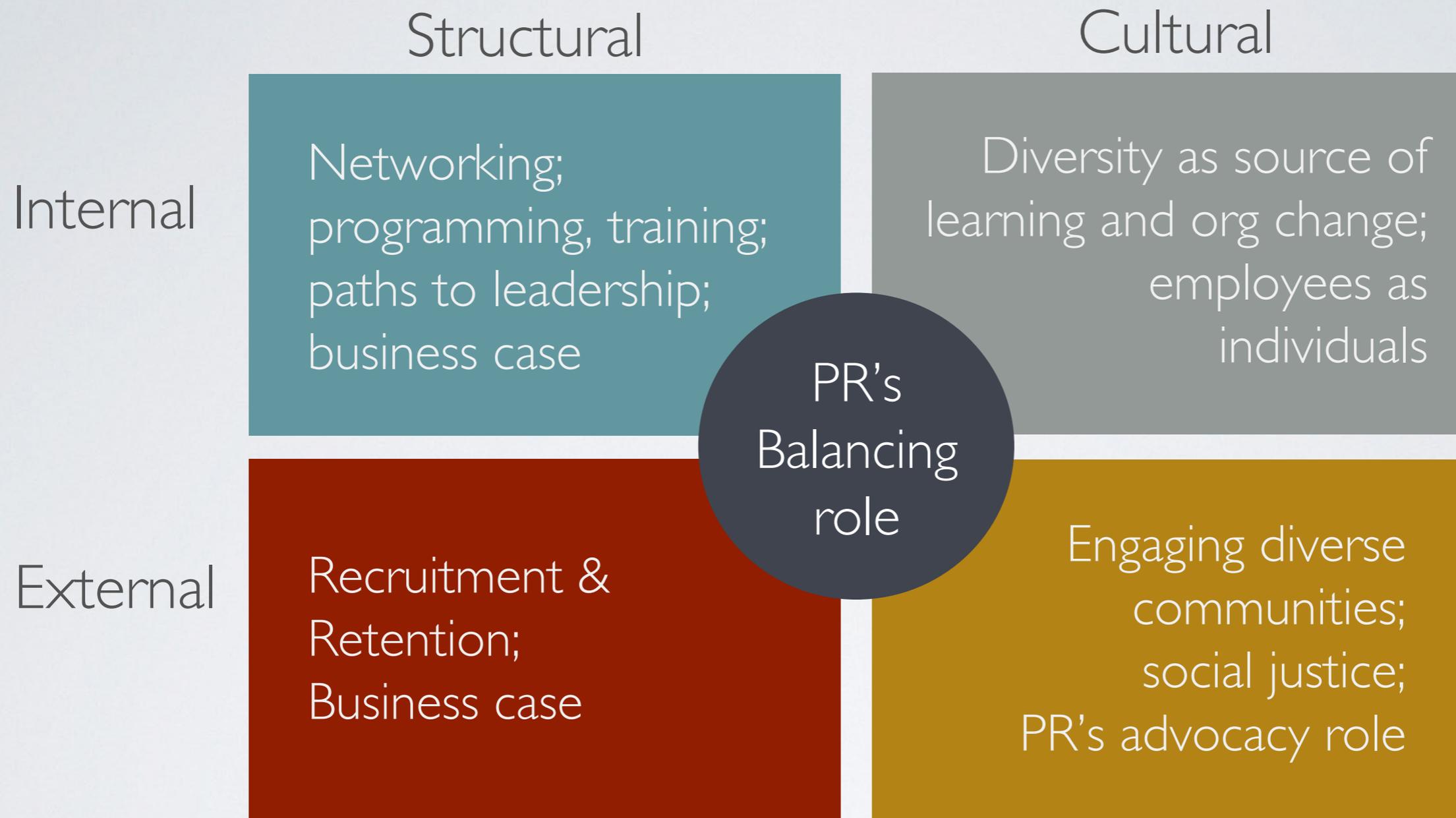
“...Specific to the communities an organization serves— Beyond the business case.”



“There’s a lot of power in having the courage to ask the important questions.”

“We should know how to do this now.”

Ultimately, D&I-focused communication requires a balancing act



Build buy-in w/
Biz Case

Partner w/ HR
(and other units)

Requires holistic
management, not
“housed” in one unit

final thoughts:

Care for (not just about)

Act vs. Think

Unique window (right now) to lead this dialog

THANK YOU

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